

To The Stars

KANSAS

GIVE A TOAST TO THE SUNFLOWER STATE ON KANSAS DAY!

This year, Kansas Day will be a celebration of everything that makes Kansas special.

You, your organization, and your community all embody the Kansas spirit. Please join us in celebrating Kansas Day by posting your own tribute to the 34th state to your social media and by sharing Kansas Tourism's exclusive Kansas Day video.

The Plan:

On January 29, 2023 at 7 am, Kansas Tourism will launch a new themed video to celebrate Kansas Day on Facebook, Twitter, and Instagram. While the theme of the video is still a secret, we need you to share the video to your organization and personal social media accounts after it premieres. **For best video performance, please only share the videos uploaded by Kansas Tourism natively to each platform (ex. avoid sharing a Youtube link on Facebook.)** Doing so allows our content to perform better for platform algorithms which leads to our content be seen by more people.

In addition, we are asking all Kansans and lovers of Kansas to join in the excitement by creating your own toast to what makes Kansas wonderful with a post using the "To the ____..." structure.

Salute Format:

Choose your favorite Kansas location, person, or attribute, and place it in the "To The ____..." format. Then include an explanation of what Kansas means to you. Feel free to be creative. Include the hashtag **#ToTheStarsKS** in all of your posts.

Make your "To The" salute either a video or an image with text of what you're celebrating. Schedule or make your post for Kansas Day, January 29, 2023. (see examples on page #2)

Continuing the Celebration:

One of our goals for this year's celebration is to extend the campaign past Kansas Day. To do so, we'll have a special ask for you to keep the party rolling. Stay tuned to your inboxes the on Monday, January 30, 2023 to learn more!

Follow and Tag:

 [@TravelKS](https://www.facebook.com/TravelKS)

 [@TravelKS](https://twitter.com/TravelKS)

 [@KansasTourism](https://www.instagram.com/KansasTourism)

#ToTheStarsKS

Post Examples:



For additional campaign information and post examples please contact jordan.roemerman@ks.gov